

## ORDER



**Orders**  
**Order / Rev:** 1604453  
**Alt Order #:** 10129169  
**Product Desc:** 132/215/2410/SAM NEBRAKSA  
**Estimate:** 2410  
**Flight Dates:** 05/14/21 - 05/20/21  
**Original Date / Rev:** 05/06/21 / 05/06/21  
**Order Type:** GENERAL

**KHGI**

**Primary AE:** Dallas HRP/DAL  
**Sales Office:** HRPDA  
**Sales Region:** NAT

**Agency**  
**Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:**  
 800 W 47th St Suite 200  
 Kansas City, MO 64112

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser**  
**Name:** SAM Nebraska  
**Demographic:** A55+  
**Product Codes:** PL Advocacy  
**Revenue Code 1:** AGY  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Issue  
**Priority:** Pol1

**New Business Thru:**  
**Advertiser External ID:** 10008004  
**Agency External ID:** 107874  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/26/21	05/30/21	6	\$1,950.00	\$1,657.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2021	6	\$1,950.00	\$1,657.50	30.30
<b>Totals</b>	<b>6</b>	<b>\$1,950.00</b>	<b>\$1,657.50</b>	<b>30.30</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dallas HRP/DAL	HRPDA	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KHGI	11%	\$1,950.00
Market	100%	\$17,727.27

**Competitive Share**

	Share	Total
AWBL	0%	\$0.00
CABLE	0%	\$0.00
KFXL	3%	\$531.82
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHNE	0%	\$0.00
KLKE	0%	\$0.00
KLKN	25%	\$4,431.82
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	50%	\$8,863.64
KSNB	11%	\$1,950.00
KTVG	0%	\$0.00
KUON	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 1604453  
 Alt Order #: 10129169  
 Flight Dates: 05/14/21 - 05/20/21

Advertiser: SAM Nebraska  
 Product Desc: 132/215/2410/SAM NEBRAKSA  
 Estimate: 2410

KHGI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KHGI	05/17/21	05/17/21	M-F Late News M-F NTV News at 10p	CM	10p-1035p (10:00 PM-10:35 PM)	1-----	:30	1	\$500.00	Pol1	5.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/17/21	05/23/21	1-----		1				\$500.00		5.00			
N 2	KHGI	05/19/21	05/19/21	M-F Late News M-F NTV News at 10p	CM	10p-1035p (10:00 PM-10:35 PM)	--1----	:30	1	\$500.00	Pol1	5.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/17/21	05/23/21	--1----		1				\$500.00		5.00			
N 3	KHGI	05/20/21	05/20/21	M-F Late News M-F NTV News at 10p	CM	10p-1035p (10:00 PM-10:35 PM)	---1---	:30	1	\$500.00	Pol1	5.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/17/21	05/23/21	---1---		1				\$500.00		5.00			
N 4	KHGI	05/18/21	05/18/21	M-F 6p News NTV News at 6p	CM	6p-630p (6:00 PM-6:30 PM)	-1-----	:30	1	\$150.00	Pol1	5.10	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/17/21	05/23/21	-1-----		1				\$150.00		5.10			
N 5	KHGI	05/19/21	05/19/21	M-F 6p News NTV News at 6p	CM	6p-630p (6:00 PM-6:30 PM)	--1----	:30	1	\$150.00	Pol1	5.10	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/17/21	05/23/21	--1----		1				\$150.00		5.10			
N 6	KHGI	05/14/21	05/14/21	M-F 6p News NTV News at 6p	CM	6p-630p (6:00 PM-6:30 PM)	----1--	:30	1	\$150.00	Pol1	5.10	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/10/21	05/16/21	----1--		1				\$150.00		5.10			
Totals														6	\$1,950.00